

Music of the Christmas Time
9.00—Carols by Voice and Organ
9.30—Christmas Hymn with Chimes
9.55—Grand Organ and Vocal Quartette

WANAMAKER'S

Store Opens 9 A. M.

WANAMAKER'S

Store Closes 5:30 P. M.

WANAMAKER'S

WEATHER
Fair

The Christmas Spirit is Too Fine to Be Hoarded Up for One Day

How Do Things Look to You, Mr. Wanamaker? Is the Frequent Question

these days, since the Store remained closed that Monday morning when the peace star arose and we were too happy to do anything but to take a day off to celebrate.

Well—we have been celebrating ever since, and justly so, and our boys are coming home—bless them—and never cease to bless them!

Now that our President has started off strong in his own judgment to hasten, to the best of his ability, the terms of peace assured by the armistice signed, and the surrenders of our enemies which have followed, let us cease to discuss the wisdom of his going away from the United States and only judge him by his acts henceforth.

As the President of the United States, we must stand by him and not impair his standing while he is conscientiously doing what he believes to be the best for our great nation.

This is no time for small politics.

Let us faithfully take care of our own home work, and give President Wilson the chance to bring to proper conclusions what his brain and hand have planned.

Let us have peace at home and stop wrangling.

[Signed] J. Wanamaker

Dec. 5, 1918.

A Great Many Fine Fur Coats for Women

First of all come the rich, plain coats of Hudson seal (dyed muskrat), which really are the most staple of all fur coats. These are mostly cut straight and loose in varying lengths and with shawl and muffler collars, and prices are \$225 to \$450.

The trimmed coats of Hudson seal (dyed muskrat) are 30 to 48 inches long and are made still more rich and novel by means of Australian opossum, mink, sable squirrel and skunk fur. Prices of these are \$300 to \$650.

Novelty coats include those of leopard, tiger, cat combined with Hudson seal (dyed muskrat), nutria combined with taupe squirrel and others, at prices varying from \$325 to \$700.

Other street coats still are those of black pony-skin with dyed racoon trimming at \$125 to \$150; nutria coats at \$200 to \$450, and natural muskrat at \$225 to \$325.

While coats for motor use are of hardy racoon, civet and other furs.

WOMEN'S Sports Hats Change Their Prices

Now that the season is advancing, their prices have been considerably lowered, so that now you may have at \$3.50 to \$10 each hats which have been very much higher in price.

They include many kinds of these practical hats—hats of beaver, of velvet and of felt, in light and dark colors.

There are large and small shapes and many styles. They are all comfortable and becoming, and a woman will have no difficulty in finding one that suits her.

GIRLS' Raincoats Are Thoughtful Gifts

for they think of the comfort of the wearer on stormy days as well as clear days.

Girls' raincoats in good styles and of rubberized cotton cloth have large convertible collars, deep pockets and belts, and are in blue and tan shades.

They are in good styles, have hats to match, are in 6 to 14 year sizes and are \$6.75 and \$8.75, complete with the hats.

VELVET Gift Handbags at Moderate Prices

For \$3.50, \$4.50 or \$5.50 you may choose from a wide and pleasing range of velvet handbags in black and dark colors.

There are bags of different sizes and shapes, chiefly with covered frames, but some with tortoise-shell-finish frames and some in bracelet style. All are silk lined and some have tassels for ornament.

We bought these bags to such advantage that they are close to before-the-war values.

Ordinarily these shoes would be \$4.25 more, but we got 200 pair from one of the best factories in America to sell at \$9.75 a pair.

FRAMES to Use on the Bags You Are Making

are here in a fascinating variety. Ever so many women are making the fashionable bags for Christmas presents, and here are the kinds of frames needed to complete the gifts:

Silver-plated frames, in many styles and sizes from the narrow to the quite deep frame, 75c to \$4.50 each.

Imitation shell, amber and colored frames, \$2 to \$7.99.



Gifts Beautiful, Rare and Unusual in the Jewelry Store

Handsome hall and mantle clocks.

Library clocks.

Wrist watches for women and men.

Sterling silver or gold mesh bags, coin purses, card cases and knitting needles.

Gold lorgnons.

Cigarette cases.

Match boxes.

Chests of sterling silver.

Tea and coffee sets.

Silver vases and centerpieces.

Silver water pitchers.

Silver candlesticks.

Flower baskets, sandwich trays and cracker dishes.

Gold, crystal, enamel.

Boudoir accessories in sterling silver, ivory or enamel.

Also many new and inexpensive pieces of silver-plated ware.

(Jewelry Store, Chestnut and Thirtieth)

HARD-TO-GET Mocha Gloves for Women

When we get them they don't stay in stock very long—so we'd advise your coming soon for these!

Gray or butternut color mocha gloves, outseam sewn, 1-clasp fastening, \$3.25 a pair.

Washable mochas in desirable colors, pique or outseam sewn, 1 clasp, \$3.25 a pair.

(Main Floor, Central)



New Christmas Silks—the Gift of Fashion

It is the most natural thing in the world for a fashionable woman to like to get a fashionable gift.

Therefore the thing which ministers to the fashion sense possesses an incomparable gift-quality.

Silk is the thing and, this year especially, people seem to know it.

There is something of a run on silk for gift giving and for one's own use.

It cannot outrun our Silk Store.

Thousands of dollars' worth of new silks have lately been received. Many new lots have come in within the past week.

These were bought many months ago and are marked at a moderate profit. All of them are silks of fashion—for everyday wear, for wear during the winter months and during the Spring months to follow.

From \$2 to \$7 a yard.

(First Floor, Chestnut)

CHARMING White Coats for Little Children

Particularly good ones just arrived and including—

White corduroy coats, straight and belted, prices \$5.50 to \$9.50.

White chinchilla coats, also straight and belted, price \$10.50.

A thick fine cloth something like frieze, with narrow nutria edgings and belt in the back, \$20.

All in sizes for one and two year old children.

(Third Floor, Chestnut)

NEW Shirt-waists

\$5.50 each for two new styles of crepeorgette waists. They are in white or the pretty flesh pink, and one has a square neck and a collar with soutache braiding; the other has embroidery and beading on the front.

Quite practical is a new satin waist, \$6, which comes in black or navy blue, is simply made and has a collar to be worn high or low.

QUAINT Hook Rugs From the Hamlets of New England

These antique, handmade rag rugs, in their odd designs and colors, make admirable and unusual gifts for people who appreciate the distinctive in furnishings. Here are prices on a few sizes:

- 15x35 in., \$10.50
- 18x34 in., \$12.50
- 20x38 in., \$13.50
- 20x55 in., \$30
- 24x55 in., \$35

(Seventh Floor, Chestnut)

LACE Bedsets Make Attractive Gifts

And make the room in which they are used more attractive, too!

Bedsets made on voile and marquisette, with Cluny and antique lace motifs and insertions, \$5 to \$23.50 each.

A few sets with flit lace and embroidery are marked at half price, \$25, \$37.50 and \$42.50.

(Fifth Floor, Market)

NEW Tea Cloths and Scarfs of Hemstitched Irish Linen

Above all things, a gift of linen should be linen.

These dainty tea cloths and scarfs are of pure Irish linen and all are daintily hemstitched.

The cloths are made from a heavier fabric than the scarfs, but all pieces are finished with mitered corners. If you want to give somebody a piece or two of good linen at a small outlay this new lot provides the opportunity.

Hemstitched Scarfs—

- 18x26 inches, \$1 each
- 18x45 inches, \$1.25 each
- 18x54 inches, \$1.50 each

Tea Cloths—

- 36x36 inches, \$1.75 each
- 45x45 inches, \$2.75 each
- 54x54 inches, \$4 each

(First Floor)

EVERY Motorist Will Welcome a Flashlight

Good electric flashlights for gifts, 6 1/2 and 8 1/2 inches, tubular, are specially priced at \$1.50, \$1.00 and \$1.85.

(Automobile Accessories, The Gallery, Chestnut)

SCARFS, Centerpieces, Bolster Throws and Pillow Slips—Special

Odds and ends they are, and as we are clearing away the prices are one-fourth to one-half less than originally.

A variety of patterns and delightful design, price from 55c to \$1.75.

(West Aisle)

DAINTY Boudoir Caps and Snowy Aprons

Filmy laces and dainty silks make the pretty boudoir caps, which are in white, delicate pinks and blues and are made in ever so many bewitching fashions. They are as simple or as elaborate as you like and range in price from 50c to \$8 each.

White aprons of many sizes and different styles include those with hand embroidery, others with lace and sturdier embroideries and are 50c to \$2.50 each.

(Third Floor, Central)



Dere Santa:

Pleas give me a sled and a pair of skates and a bugal and a tank and a masheen gun and a sord and a drum and some gams and some me kankle toys and a cirkus and anything else you have handy.

If you didnt bring all these things from the North Pole you can get them at Wanamaker's for I seen em there.

I was a good boy this yere, I was.

Thomas.

P. S.—My sister would like a little white thimble if you have room for it.

FRESH Air Without Drafts

is a problem solved by the Continental sanitary cloth window screen, which keeps out rain, snow, dust and smoke. Admits fresh air, but not a perceptible current of air. Invaluable for health. 50c to 75c.

(Fourth Floor, Market)



Christmas Specials

Women's Glove Silk Camisoles at \$1.35

1200 glove silk camisoles with lace tops and in a variety of designs and all sizes. Splendid for inexpensive gifts for intimate friends.

At \$1.35 they average half price.

(West Aisle)

100 Floor Lamps at \$7.50

Another lot of the same good mahogany-finished floor-lamps that our customers liked so well a few days ago.

Each is fitted for two lights and each is \$7.50.

(Fourth Floor, Central)

Fine, Fitted Automobile Lunch Sets at \$12

Heavy basswood cases, covered with enameled duck, and metal mounted. Each case complete with 4 plates, 4 knives, 4 forks, 4 cups, 4 spoons and 4 napkins. Most unusual at the price.

(Automobile Accessories, The Gallery, Chestnut)

Finding It In the China Store

THE China Store is a great big gift store in itself. Everything your eye lights on here possesses what one might call the gift quality.

Very many are gifts of real individuality.

Do you know that no two of these pottery bowls and vases are just alike; that as a matter of fact not one bowl or vase in the collection can be exactly duplicated? Not even the man who made it can make an exact reproduction of it in color and finish. That is due to the firing process through which all such pieces have to pass and out of which no two emerge exactly alike in glaze and shading.

That surely means individuality with a capital I.

We have a most attractive collection of these pottery vases at \$2.50 to \$25 each.

FOR sick people, who breakfast in bed because they have to; for lucky people who do this because they don't have to do otherwise, and for good, lazy people who do it anyhow—a favorite and appropriate gift is an individual breakfast set, \$5 to \$20 a set. Of kindred attractiveness are afternoon tea sets for six people at \$5 to \$20 a set.

Good gifts also are chocolate sets, salad sets, berry sets, cake sets, ice-cream sets, coffee sets, chop sets, celery sets.

The beautiful Pickard ware seems as if it were made specially for seekers after lovely gifts. Many utility pieces will be found in this group, rich in gold incrustations and patterns of fruit in natural colors—\$5 to \$100 a piece.

Individual China pieces are all gifts of a practical and inexpensive kind—cake plates, chop dishes, celery trays, sugar and cream sets, chocolate pots, teapots, coffee pots, bonbon dishes, cracker and cheese dishes.

Plates are a fine gift group in themselves—especially the richly decorated English and French service plates, not to speak of dinner plates, entree plates, dessert plates, bread and butter plates.

Tea cups and saucers are always welcome because always needed.

Likewise bouillon cups and saucers and after-dinner cups and saucers in dozens and half-dozens.

THEN the great substantial gift in china—a good dinner set, French, English or American. We show full assortments of sets of the finest qualities at moderate prices, \$15 to \$600.

And the Christmas sale of cut glass goes on merrily.

(Fourth Floor, Chestnut)



Our Best Word to Men Is This:

Buy your clothing now.

We cannot foresee any better time.

Prices here, at least, are moderate.

Fabrics here, at least, are all-wool.

Careful comparisons in the interest of the customer have shown that

Day in and Day Out Wanamaker's Is Safest for men's clothing as for most other goods.

We sell standard, all-wool, hand-tailored goods, and they may be depended on.

Some remarkably good, new overcoats in the latest shipments.

Sealskin Makes The Finest of Men's Fur Caps

Real sealskin, that is. It has a stronger pelt than any of the imitation seals and wears better. Furthermore, moths won't eat it.

Customers tell us we have the finest selection of men's sealskin caps they have seen. All of these caps are fresh and new this season.

Prices are \$25 to \$60, those between \$45 and \$60 being genuine Alaska seal.

(Main Floor, Market)

Golf Has Doubled The Gift Value of Sweaters

So many men play golf now, and sweaters are such necessities with them that there are few things more sure of a welcome on Christmas Day.

We have a large assortment of coat and pull-over sweaters in various colors and at prices ranging from \$5 for one of plain wool to \$25 for a beauty of Scotch wool.

Warm, lightweight wool vests, \$8.50.

Scotch wool vests, \$16.

(Main Floor, Market)

Men's Initial Handkerchiefs

We have just unpacked them, and were glad to get them.

They are of good linen, well made and have a hand-done letter in one corner.

Six handkerchiefs in a box, \$4.50.

(Main Floor, Central)

Writing Desk With Your Best Wishes

The gift of a writing desk is a bid for lasting gratitude. It has the two essentials of a gift, it is real and it carries a nice compliment.

You don't know how true this is unless you have seen our 275 Different Kinds of House Desks

at \$9.50 to \$400.

For women they are particularly gift-worthy.

The \$9.50 desk is a drop-front one, finished in mahogany, has one large drawer, with a stationary rack inside with five pigeon holes and a drawer.

The \$400 desk is made of beautifully figured mahogany with heavy inlaid lines of satinwood, is 54 inches long, with eleven drawers, four closed

cupboards, a large number of separate compartments for stationery, two penracks and a sliding writing bed. The back is kidney-shaped and inlaid. Would look well standing in the center of a room.

\$38 for a mahogany table desk, William and Mary design.

\$14.50 for a mahogany desk chair, slip seat, ladder back.

\$55 for a mahogany spinet desk, leather carved legs.

\$18 for a mahogany desk chair, old rose seat and cane back.

\$46 for a mahogany desk, William and Mary design.

\$9 for a mission desk chair, saddle seat.

\$35 for a chrome birch spinet desk, William and Mary design.

\$12 for a chrome birch chair, damask seat, ladder back.

\$25 for a 36-inch William and Mary table desk in brown oak.

\$10 for a desk chair, cane seat and panel back.

\$79 for a figured mahogany secretary, Louis XV design.

\$56 for a mahogany arm chair, cane seat with curved cane back.



\$55 for a mahogany table desk, Adam design.

\$12.50 for a velvet seat desk with cane back.

\$112 for a table desk, lacquered Chinese Chippendale.

\$29 for a lacquered arm chair, slip seat.



Women's Fur-Trimmed Winter Coats Reduced

This little sale includes three groups of our better Winter coats, all of which are marked at prices considerably below those with which they started the season.

At \$57.50

are fine velour and other wool coats; some have shawl collars of nearseal, others have big collars of natural racoon fur. Some have straight backs, others are belted; all are well made and richly lined.

At \$75

are other velour and wool coats in distinctive new models that were \$20 and \$25 higher in price. They have shawl and round collars of nutria, Hudson seal (sheared muskrat) or nearseal, and are extremely attractive coats. They are beautifully made and lined.

At \$100

are coats that have been \$40 to \$60 higher in price. These are handsome Winter wraps of beautiful fabrics in new kind distinctive styles, and are trimmed with fur collars and some with fur bands and cuffs as well. They have Australian opossum, nearseal and Hudson seal furs for trimming.

All the fashionable colors of the season are included in this collection; there are plenty of sizes, and any one looking for a handsome and practical Christmas gift should see these.